The background features a stylized landscape with green mountain peaks in the upper half and a yellow ground area in the lower half, separated by a jagged, torn-paper-like border.

Getting the Public to Care About Carbon

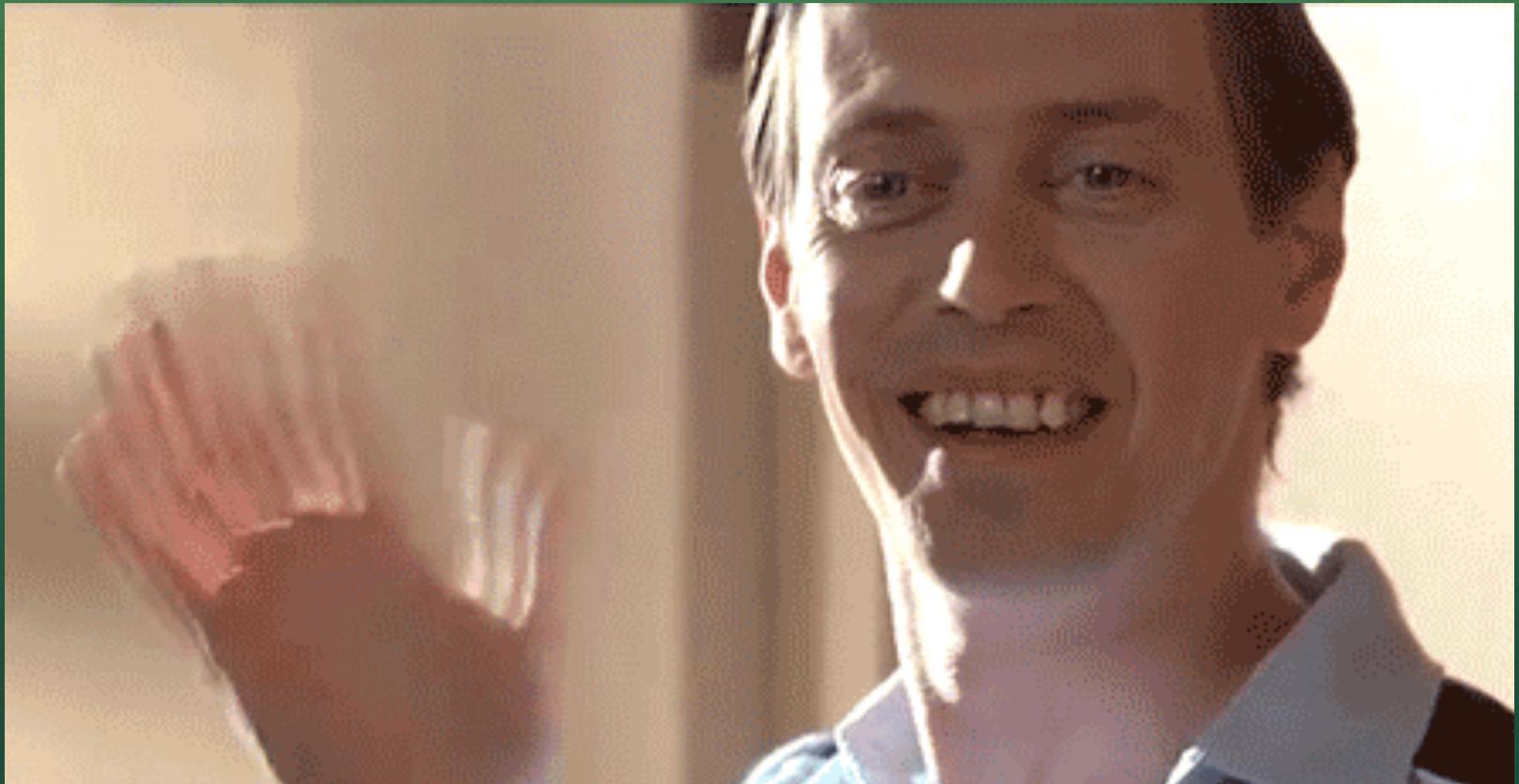
Or Carbon Cycle II: This Time it's Personal....

What is a carbon cycle?



Carbon:
“sorta celebrity” status

Carbon: “sorta celebrity” status



Carbon: “sorta celebrity” status



How to get the public to care

How to get the public to care



I care

Step 1: Boost their Understanding

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ALWAYS Recap The Basics

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- Start with the big picture

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- Drill down to specific issues and questions

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- Get to your area of research and its findings

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ALWAYS Recap The Basics

- Start with the big picture
- Drill down to specific issues and questions
- Get to your area of research and its findings
- Have your elevator pitch ready!

Step 1: Boost their Understanding



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ALWAYS Point Out Why This Matters

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- Start with the big picture problem and be specific

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- Start with the big picture problem and be specific
- Talk about how your research will help us solve a problem

Step 1: Boost their Understanding

ALWAYS Point Out Why This Matters

- Start with the big picture problem and be specific
- Talk about how your research will help us solve a problem
- What will we be able to do when research like yours is successful

Step 2: Make them Care



Step 2: Make them Care

Tell A Story

- Make it personal
- Make it specific

Step 2: Make them Care

Make It Personal To Them

Step 2: Make them Care

Make It Personal To Them

- What are the local effects?

Step 2: Make them Care

Make It Personal To Them

- What are the local effects?
- What changes might we actually feel?

Step 2: Make them Care

Make It Personal To Them

- What are the local effects?
- What changes might we actually feel?
- What changes will our kids feel?

Step 2: Make them Care

Make It Personal To You

Step 2: Make them Care

Make It Personal To You

- Why you got into this line of work

Step 2: Make them Care

Make It Personal To You

- Why you got into this line of work
- What person, place or species are you worried about?

Step 2: Make them Care

Make It Personal To You

- Why you got into this line of work
- What person, place or species are you worried about?
- Show your passion!

Step 2: Make them Care



Step 2: Make them Care

Don't Leave Us Hanging

Step 2: Make them Care

Don't Leave Us Hanging

- Is there hope and how do we get some?

Step 2: Make them Care

Don't Leave Us Hanging

- Is there hope and how do we get some?
- What can we do personally?

Step 2: Make them Care

Don't Leave Us Hanging

- Is there hope and how do we get some?
- What can we do personally?
- What work is being done to address this?

Step 2: Make them Care

Don't Leave Us Hanging

- Is there hope and how do we get some?
- What can we do personally?
- What work is being done to address this?
- Be an advocate if you can!

Case Study: The California Drought



Case Study: The California Drought

- Constant blitz, consistent messaging
- One specific step / issue at a time
- Outreach to various communities
- Gave people concrete things to do
- Used hash-tags and social media
- Having fun with it!

Get in touch!

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Get in touch!

